

# Healthy Incentives Pilot (HIP) Evaluation

Steering Committee Meeting

August 23, 2011

Solving problems, guiding decisions – worldwide



# Overview of Intervention and Evaluation

- HIP intervention
- Evaluation objectives
- Evaluation design
- Data collection activities
- Analysis
- Schedule

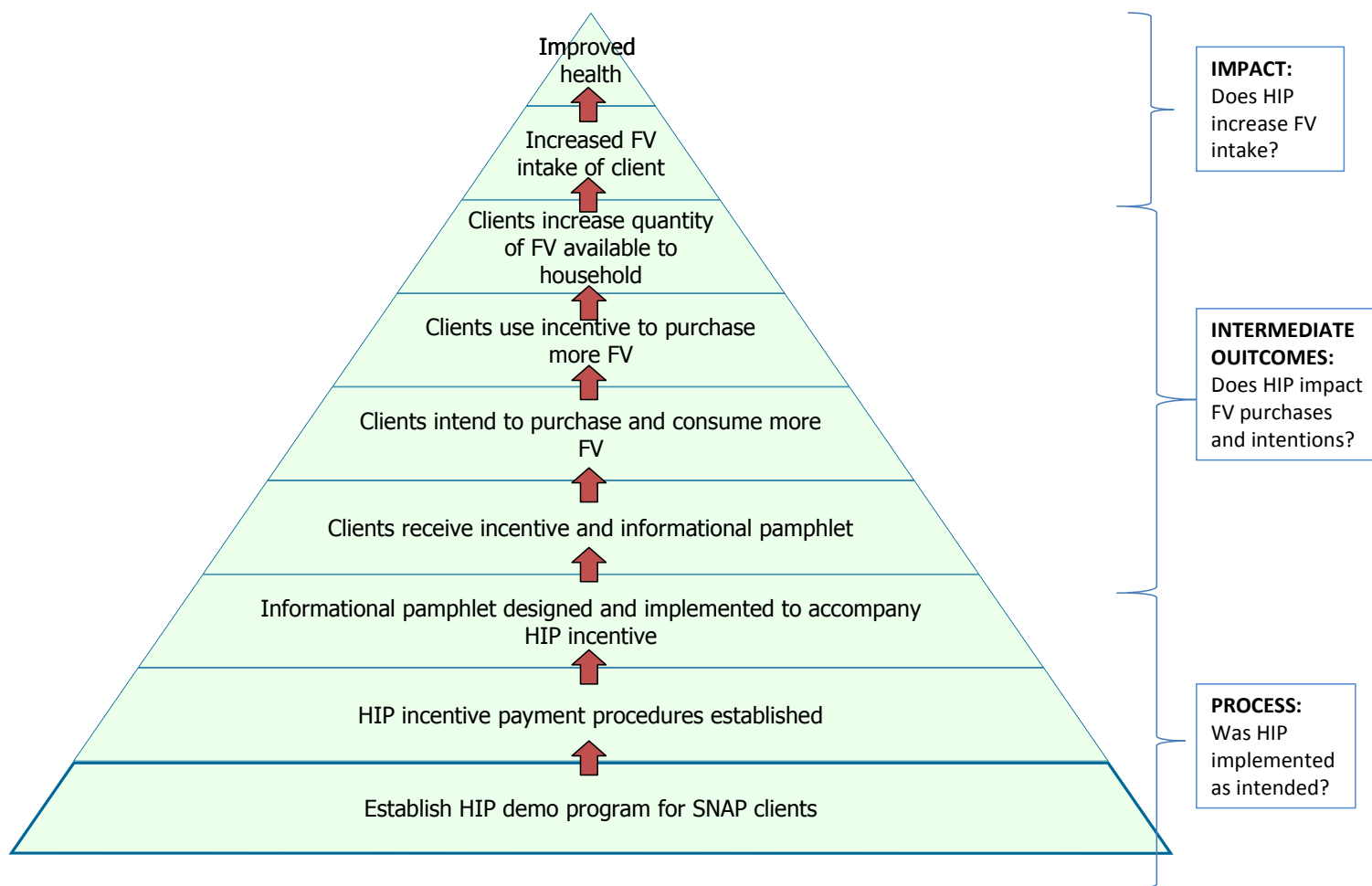
# HIP Intervention

- Goal: increase consumption of fruits and vegetables
- Financial incentive
  - 30% rebate on SNAP purchases of Target Fruits and Vegetables (TFV)
  - Rebate in the form of increased SNAP benefits
- Target Fruits and Vegetables
  - Excludes juice, white potatoes, mature legumes
  - No added sugar, salt, oils
- Two limits on TFV spending eligible for rebate
  - Must be SNAP spending (not cash spending) on TFV
  - Monthly incentive Cap
- Two mechanisms for affecting outcomes
  - Vigorous financial incentive
  - Implicit or explicit fruit and vegetable promotion

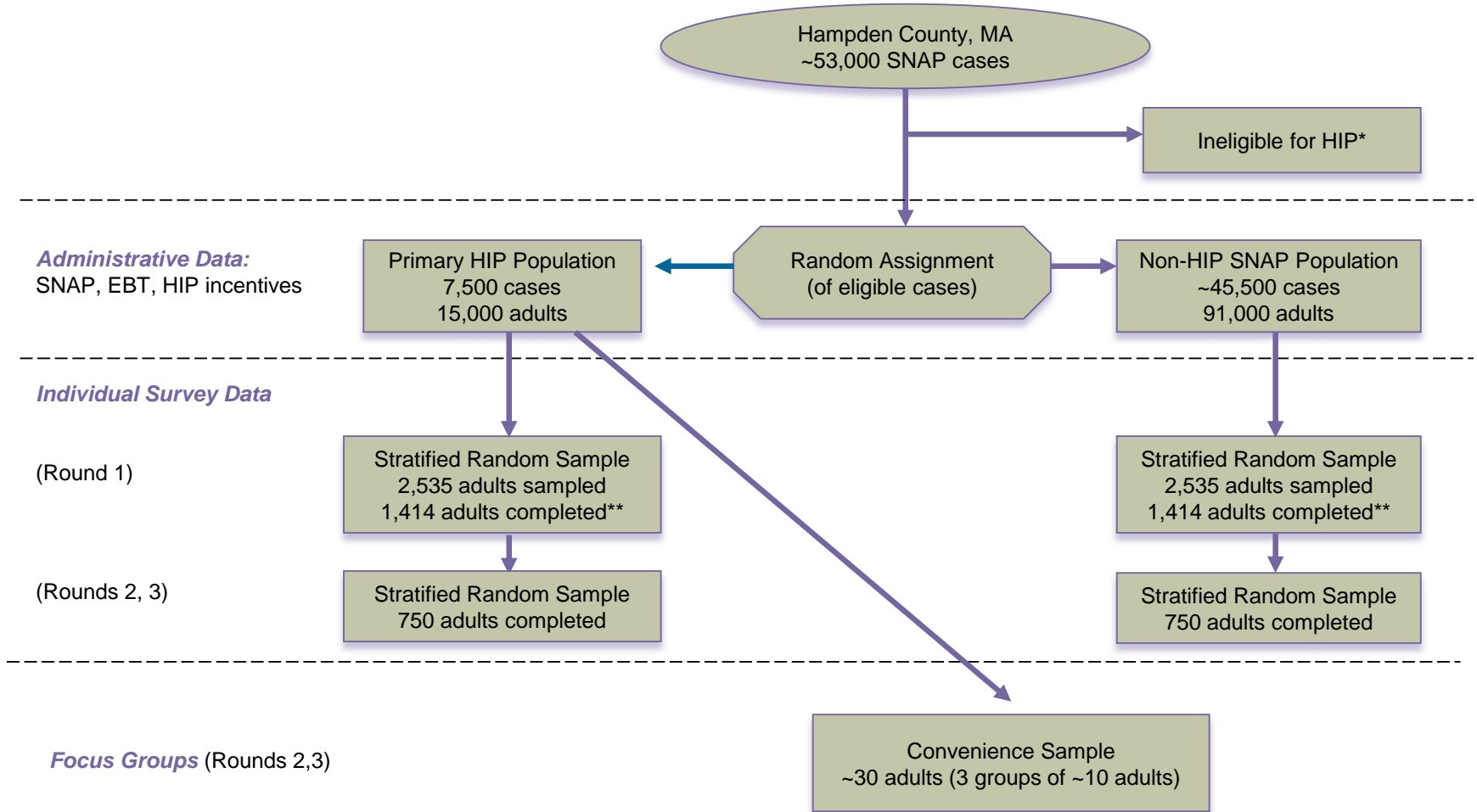
# Evaluation Objectives

1. Estimate the impact of HIP on individual food consumption
2. Determine the factors that influence how HIP impacts participants
3. Describe the implementation and operation of HIP
4. Examine the effects of HIP on the grantee and its partners
5. Estimate the costs associated with HIP

# Evaluation Design – Outcomes Hierarchy



# Evaluation Design – Random Assignment and Participant Sampling



# Data Collection Activities

- Participant data
- Stakeholder data
- Administrative data

# Data Collection Activities

- Three rounds of data collection
  - Baseline prior to HIP implementation
  - Early in HIP implementation
  - Later in HIP implementation

# Participant Surveys

- 3 rounds of data collection
  - Baseline: 1,400 completes per group
  - Early implementation: 750 completes per group
  - Late implementation: 750 completes per group
- Mode of data collection
  - Telephone interviews
  - In-person tracing for persons not reachable by telephone

# Participant Surveys

- Collect baseline information on:
  - Household characteristics
  - Food knowledge and attitudes
  - Home food environment
  - Shopping patterns and food expenditures
  - Dietary intake—fruit & vegetable screener
- Collect additional information in follow-up on:
  - Dietary intake—24-hour recall
  - HIP participation

# Participant Focus Groups

- Collect information on experiences with HIP and explore key preliminary findings
  - User-friendliness of program
  - Degree to which program met expectations
  - Changes in willingness to purchase TFV or try new TFVs
  - Unexpected effects on eating habits
- Three in-person focus groups at 2 points in time
  - Early post-implementation of Round 1
  - Late post-implementation of Round 1
  - 6 -11 participants per 1.5 hour session

# Stakeholder Data—Respondents

- Retailers
- DTA and Hampden County SNAP agencies
- Community partners
- ACS—EBT contractor
- Third-party processors
- Integrated retailers

# Retailer Data—Respondents and Methods

- Participating retailers: 60 stores
  - Pre-implementation: September-October 2011
  - Late implementation: November-December 2012
- Non-participating
  - Declined to participate: 15 stores at pre-implementation
  - Began participating in second wave: 15 stores at late implementation
  - Dropped out: 15 stores at late implementation
- Mail questionnaires (English and Spanish) with phone follow-up
  - Target: 30 minutes
  - Manager and clerk/supervisor modules

# Retailer Survey Topics

- General information
  - Store/employee characteristics; customer characteristics
  - Availability and prices of selected fruits and vegetables
- HIP implementation
  - Retailer recruitment process and experience
  - Steps taken to implement HIP incentive payment procedures
  - Customers' ability to understand and take advantage of HIP incentives
  - Methods to improve the customer experience during the Pilot
  - Reasons for retailers' decisions to participate, not to participate, or drop out
- HIP impact
  - Effect of Pilot on retailer revenues and costs
  - Effect of Pilot on checkout and stocking practices
  - Retailer perspectives on participant use of incentives
  - Retailer satisfaction

# Store Observations

- Subsample of 10 participating stores, representing main types
- 3 rounds including pre-, early, and late implementation
- Observations to include:
  - HIP transaction process (actual or simulated)
  - Inventory of F&V (variety, quantity, quality, prices)
  - Environmental factors affecting F&V purchases (where F&V are offered, labeling, signs, brochures)

# Stakeholder Data—Interview Topics

- Changes in processes
- Interactions with participants and among stakeholders
- Strengths, problems and challenges of pilot implementation
- Perceived relationship of implementation to participant outcomes
- Impacts on workload
- Unreimbursed costs
- Lessons learned and implications for future feasibility

# Stakeholder Data—Timing

- Timing:
  - Round 1: September-October 2011 (pre-implementation)
  - Round 2: March-May 2012 (early implementation)
  - Round 3: October 2011-February 2012 (late implementation/closeout)
- In-person interviews
  - Except TPPs and integrated retailers

# Administrative Data

- State SNAP case file and benefit issuance data
- EBT transaction data
- SNAP retailer file
- State administrative cost reports

# Data Sources for Evaluation Objectives

	Participant Impacts	Influencing Factors	Description of Implementation/ Operation	Effects on Stakeholders	Costs
Participant Data	X	X	X		
Stakeholder Data			X	X	X
Administrative Data		X		X	X

# Analysis

- HIP Impact on SNAP Participants
- Stakeholder Experiences and Satisfaction
- Implementation Processes and the Feasibility of Expansion
- Implementation and Operational Costs

# Analysis – Sample Table on HIP Impact

**Table 3.10: Estimated Effect of HIP on Fruit and Vegetable Outcomes at 3 Months**

Fruit and vegetable measure	Treatment group mean	Control group mean	Estimated impact of HIP
	mean (se)		
Target fruits and vegetables (cups)			
Other fruits and vegetables (cups)			
All fruits and vegetables (cups)			
Target fruits (cups)			
Other fruits (cups)			
... <list continues>			

Note: Means are weighted, regression adjusted. Standard errors are corrected for complex survey design and heteroskedasticity.

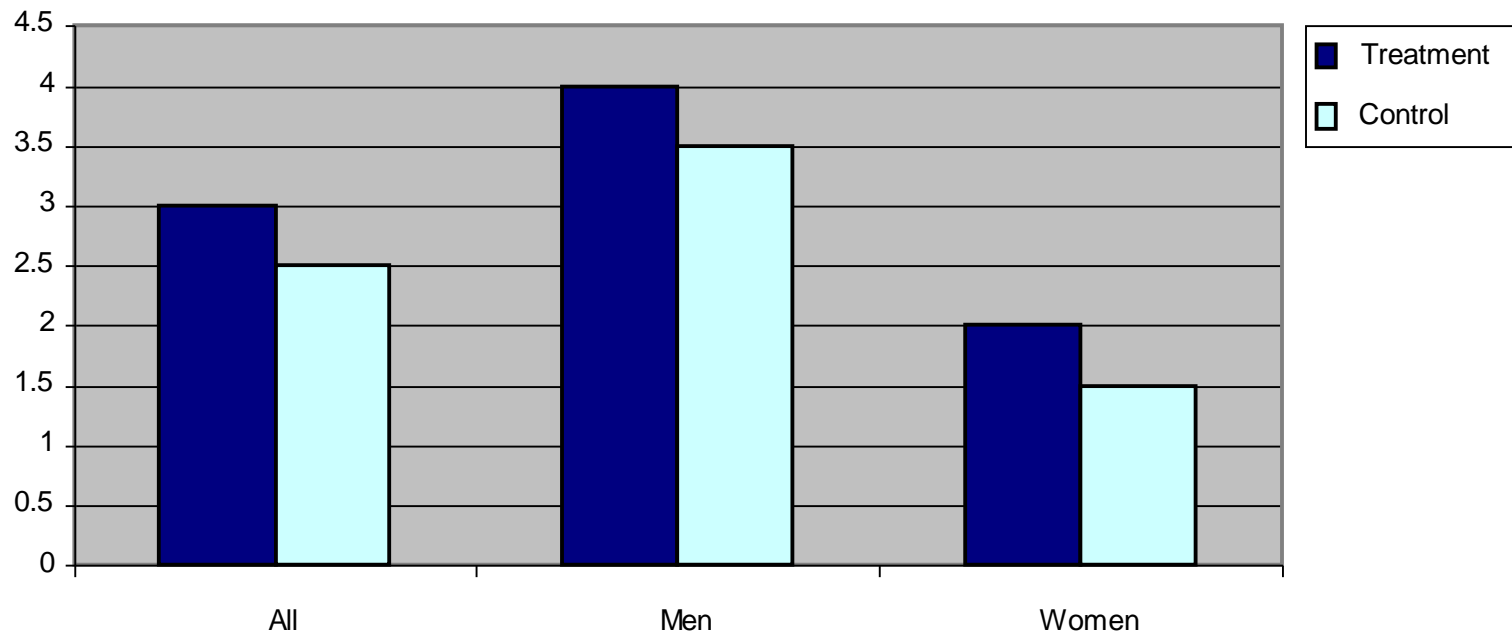
\*\*\* Statistically significant difference,  $p < 0.01$

\*\* Statistically significant difference,  $p < 0.05$

\* Statistically significant difference,  $p < 0.10$

# Analysis – Sample Bar Chart on HIV Impact

Mean servings of TFV by Treatment Group and Gender



# Analysis

- HIP Impact on SNAP Participants
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- Implementation Processes and the Feasibility of Expansion
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# Schedule

- Design and HIP development July 2010-November 2011
- HIP demonstration November 2011-December 2012
- Data collection September 2011-February 2013
- Reports
  - Implementation March 2012
  - Interim November 2012
  - Final September 2013

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